

AMENDMENTS TO THE CLAIMS

This listing of the claims replaces all prior versions and listings of claims in the application:

Listing of Claims

1. - 44. (canceled)

45. (currently amended) A computer readable medium storing data ~~for access by an application program executing on a data~~ to be read by a computer processing system, the ~~computer readable medium data~~ comprising a server application program and a document type definition (DTD) stored on the computer readable medium for use in storing, retrieving, searching, or tracking at least three different types of digital assets stored in one or more databases a single database, each digital asset comprising content and metadata, the DTD comprising defining the structure of the metadata with declared elements and attributes for the at least two three different types of digital assets, one type the different types of digital assets selected from the group consisting of photographs, movies, graphics, and text documents, and a second type selected from the group consisting of audio recordings and video recordings, the DTD further comprising defining metadata for rights management of the at least two of the different types of digital assets, the DTD identifying to the data processing system when executing the server application program the declared elements and the declared element's relative locations within the digital assets to enable the data processing system to process storage, retrieval, search, and tracking requests, the computer processing system causes the DTD to be accessed, a demand containing user entered search parameters for information pertaining to the digital assets to be processed for transmission to the database, and search results listing different types of digital assets returned from the database to be processed for display to the user.

46. (previously presented) The computer readable medium of claim 45 wherein the DTD is encoded in extensible markup language (XML).

47. (currently amended) The computer readable medium of claim 45 wherein the DTD ~~comprises~~ defines metadata for at least three of photographs, audio recordings, video recordings, or movies.

48. (previously presented) The computer readable medium of claim 45 wherein the DTD comprises declared elements and attributes for at least three types of digital assets, at least one type selected from the group consisting of photographs, movies, graphics, and text documents, and another type selected from the group consisting of audio recordings and video recordings.

49. (currently amended) The computer readable medium of claim 45 wherein the DTD ~~comprises~~ defines metadata for photographs and ~~further comprises a plurality of~~ metadata attributes for the photograph metadata, the photograph-metadata attributes comprising at least one of:

- a definition for black/white;
- a definition for color;
- a definition for caption; and
- a definition for legal restrictions associated with a photograph.

50. (currently amended) The computer readable medium of claim 45 wherein the DTD ~~comprises~~ defines metadata for audio recordings and ~~further comprises a plurality of~~ metadata attributes for the audio-recordings metadata, the audio-recordings-metadata attributes comprising at least one of:

- a definition for music;
- a definition for track title;
- a definition for duration;
- a definition for compact disc (CD) number;
- a definition for CD title; and
- a definition for rights issues regarding use of an audio recording.

51. (currently amended) The computer readable medium of claim 45 wherein the DTD ~~comprises~~ defines metadata for movies and ~~further comprises a plurality of~~ metadata attributes for the movie metadata, the movie-metadata attributes comprising at least one of:

- a definition for title;
- a definition for version;
- a definition for rating;
- a definition for minutes;
- a definition for release date;
- a definition for run time;
- a definition for color;
- a definition for synopsis;
- a definition for director;
- a definition for cast; and
- a definition for allowable usage of a movie.

52. (currently amended) The computer readable medium of claim 45 wherein the DTD ~~comprises~~ defines metadata for video recordings and ~~further comprises a plurality of~~ metadata attributes for the video-recordings metadata, the video-recordings-metadata attributes comprising a definition for rights issues regarding use of a video recording.

53. (previously presented) The computer readable medium of claim 45 wherein the rights management metadata comprises at least one of:

- a contract identifier;
- an availability start date;
- an availability end date;
- an allowed number of plays per agreement;
- a copyright holder identifier; and
- a worldwide rights identifier.

54. (currently amended) A computer readable medium storing data ~~for access by an application program executing on a data to be read by a computer~~ processing system, the ~~computer readable medium~~ data comprising a server application program and a document type definition (DTD) stored on the computer readable medium for use in storing, retrieving, searching, or tracking at least three different types of digital assets stored in one or more databases a single database, each digital asset comprising content and metadata, the DTD comprising defining the structure of the metadata with declared elements and attributes for the three different types of photographic digital assets, the different types of audio digital assets, promo digital assets, and voiceover digital assets, wherein the including photographic, audio, promo, video, movie, and voiceover digital assets are all stored on a same computer readable medium, the DTD identifying to the data processing system, the server application program comprising modules for a parser, a query language utility, and a style sheet processor, and when executing the server application program the declared elements and the declared element's relative locations within the digital assets to enable the data processing system to process storage, retrieval, search, and tracking requests , the computer processing system causes the parser to access the DTD, the query language utility to convert a demand containing user entered search parameters for information pertaining to the digital assets into a query to be transmitted to the database, and the style sheet processor to convert search results returned from the database into a style sheet for input to a client application.

55. (currently amended) The computer readable medium of claim 54 wherein ~~the computer readable medium comprising the DTD is the same computer readable medium storing the photographic, audio, promo, and voiceover digital assets~~ query language utility is a structured query language (SQL) utility and the style sheet processor is an extensible style sheet language (XSL) processor.

56. (currently amended) The computer readable medium of claim 54 wherein the DTD further ~~comprises~~ defines declared elements and attributes for rights management of at least two different ones of the photographic, audio, promo, and voiceover digital assets.

57. (previously presented) The computer readable medium of claim 56 wherein the rights management elements and attributes comprise metadata for at least one of:

- a contract identifier;
- an availability start date;
- an availability end date;
- an allowed number of plays per agreement;
- a copyright holder identifier; and
- a worldwide rights identifier.

58. (currently amended) A computer readable medium storing data ~~for access by an application program executing on a data~~ to be read by a computer processing system, the computer readable medium comprising a ~~document type definition (DTD)~~ client application program stored on the computer readable medium for use in storing, retrieving, searching, or tracking digital assets in one or more databases, each digital asset comprising content and metadata, when executed by the computer processing system, the DTD comprising client application program causes the computer processing system to:

~~digital content selected from the group consisting of digitally encoded asset data, a link to a file containing asset data, and a reference to a location where asset data is digitally stored;~~

access a document type definition (DTD) associated with the one or more databases that defines the structure of the metadata with declared elements and attributes for at least three types of digital assets, ~~at least one type selected from the group consisting of~~ photographs, movies, graphics, promos, voiceovers, ~~and~~ text documents, ~~and another type selected from the group consisting of~~ audio recordings and video recordings; ~~and~~

~~metadata for rights management of the at least three types of digital assets, wherein the DTD identifies to the data processing system executing the application program the declared elements and the declared element's relative locations within the digital assets to enable the data processing system to process storage, retrieval, search, and tracking requests pertaining to the digital assets~~

prompt a user to enter search criteria that includes one or more types of digital assets and a keyword that conforms to metadata defined by the DTD;

return search results to the user listing different types of digital assets found in the one or more databases that meet the search criteria; and

present the user with an opportunity to download or retrieve one or more of the different types of digital assets listed in the returned search results.

59. (currently amended) The computer readable medium of claim 58 wherein the DTD ~~comprises~~ defines metadata for photographs and ~~further comprises a plurality of~~ metadata attributes for the photograph metadata, the photograph-metadata attributes comprising at least one of:

a definition for black/white;

a definition for color;

a definition for caption; and

a definition for legal restrictions associated with a photograph; and

the client application program causes the computer processing system to prompt a user to enter search criteria that conforms to one or more of the photograph-metadata attributes.

60. (currently amended) The computer readable medium of claim 58 wherein the DTD ~~comprises~~ defines metadata for audio recordings and ~~further comprises a plurality of~~ metadata attributes for the audio-recordings metadata, the audio-recordings-metadata attributes comprising at least one of:

a definition for music;

a definition for track title;

a definition for duration;

a definition for compact disc (CD) number;

a definition for CD title; and

a definition for rights issues regarding use of an audio recording; and

the client application program causes the computer processing system to prompt a user to enter search criteria that conforms to one or more of the audio-recordings-metadata attributes.

61. (currently amended) The computer readable medium of claim 58 wherein the DTD ~~comprises~~ defines metadata for movies and ~~further comprises a plurality of~~ metadata attributes for the movie metadata, the movie-metadata attributes comprising at least one of:

- a definition for title;
- a definition for version;
- a definition for rating;
- a definition for minutes;
- a definition for release date;
- a definition for run time;
- a definition for color;
- a definition for synopsis;
- a definition for director;
- a definition for cast; and
- a definition for allowable usage of a movie; and

the client application program causes the computer processing system to prompt a user to enter search criteria that conforms to one or more of the movie-metadata attributes.

62. (currently amended) The computer readable medium of claim 58 wherein the DTD defines metadata for rights management and the rights management metadata comprises at least one of the following attributes:

- a contract identifier;
- an availability start date;
- an availability end date;
- an allowed number of plays per agreement;
- a copyright holder identifier; and

a worldwide rights identifier; and
the client application program causes the computer processing system to prompt a user to enter search criteria that conforms to one or more of the rights-management-metadata attributes.

63. (currently amended) A computer system for storing, searching, retrieving, and tracking different types of digital assets, the system comprising:

a first computer-readable medium server comprising application software and a database stored thereon, the database comprising a plurality of records, a first record identifying a photograph, a second record identifying a video recording, and a third record identifying an audio recording storing at least three different types of digital assets, the different types of digital assets selected from the group consisting of photographs, movies, audio recordings, video recordings, graphics, and text documents, each digital asset comprising content and metadata;

a second computer-readable medium comprising a document type definition (DTD) stored thereon accessible by the server application software, the DTD comprising defining the structure of each different type of digital asset stored in the database with declared elements and attributes for photographs, video recordings, and audio recordings, the format of the database records on the first computer-readable medium conforming to the DTD, the DTD further comprising metadata for rights management of the photographs, video recordings, and audio recordings;

search and retrieval software for searching and retrieving one or more of the different types of digital assets from the database, the search and retrieval software requiring a user to enter as search criteria one or more of the different digital asset types; and

a central processing unit processor coupled to the server and operative to access or receive data stored on the first and second computer-readable mediums, the DTD identifying to the central processing unit the declared elements and the declared element's relative locations within the database records to enable the central processing unit to process storage, retrieval, search, and tracking requests pertaining to at least one of the photograph, the video recording, and the audio recording execute the search and retrieval software to;

convert search criteria entered by a user into a demand for database information; and

convert responses received from the server into a format for display to the user.

64. (currently amended) The computer system of claim 63 wherein the ~~first computer readable medium and the second computer readable medium are the same computer readable medium~~ server application software comprises a parser, the parser operative to retrieve the structure defined in the DTD.

65. (currently amended) The computer system of claim 63 wherein the DTD ~~comprises~~ defines metadata for photographs and ~~further comprises a plurality of metadata attributes for the photograph metadata, the photograph-metadata attributes comprising at least one of:~~

- a definition for black/white;
- a definition for color;
- a definition for caption; and
- a definition for legal restrictions associated with a photograph.

66. (currently amended) The computer system of claim 63 wherein the DTD ~~comprises~~ defines metadata for audio recordings and ~~further comprises a plurality of metadata attributes for the audio-recordings metadata, the audio-recordings-metadata attributes comprising at least one of:~~

- a definition for music;
- a definition for track title;
- a definition for duration;
- a definition for compact disc (CD) number;
- a definition for CD title; and
- a definition for rights issues regarding use of an audio recording.

67. (currently amended) The computer system of claim 63 wherein the database stores rights management metadata for at least three different types of digital assets stored in the database and the rights management metadata comprises at least one of:

- a contract identifier;
- an availability start date;
- an availability end date;
- an allowed number of plays per agreement;
- a copyright holder identifier; and
- a worldwide rights identifier.

68. (currently amended) A computer system for storing, searching, retrieving, and tracking different types of digital assets, the system comprising:

a ~~first computer readable medium~~ server comprising application software and a database stored thereon, the database storing a plurality of digital assets of different types, the different types including photographs, movies, audio recordings, video recordings, graphics, and text documents, each asset comprising content and metadata, the metadata comprising rights management information, the digital assets stored in the database comprising a plurality of records, one record identifying a photograph, a second record identifying a video recording, and a third record identifying a text document;

a ~~second~~ first computer readable medium comprising a ~~document type definition (DTD) stored thereon, the DTD comprising declared elements and attributes for photographs, video recordings, and text documents, the format of the database records conforming to the DTD, the DTD further comprising metadata for rights management of at least one photograph and at least one video recording~~ single data definitions file accessible by the server application software, the data definitions file defining the data structure of each type of digital asset stored in the database;

a ~~third~~ second computer readable medium comprising ~~digital content stored thereon, the digital content comprising a photograph, a video recording, and a text document associated with the DTD and the database records~~ search and retrieval software for searching and retrieving one or more of the different types of digital assets from the database, the

search and retrieval software requiring a user to enter as search criteria one or more of the different digital asset types; and

a central processing unit processor coupled to the server and operative to access or receive data stored on the first, second, and third computer readable mediums, the DTD identifying to the central processing unit the declared elements and the declared element's relative locations within the database records to enable the central processing unit to process storage, retrieval, search, and tracking requests pertaining to at least one of the photograph, the video recording, and the text document execute the search and retrieval software to convert search criteria entered by a user into a demand for database information and to display results returned from the server.

69. (currently amended) The computer system of claim 68 wherein ~~at least two of the first, second, and third computer readable mediums are the same computer readable medium~~ the data definitions file comprises a document type definition (DTD).

70. (currently amended) The computer system of claim 68 wherein the ~~DTD comprises~~ data definitions file defines metadata for photographs and ~~further comprises a plurality of~~ metadata attributes for the photograph metadata, the photograph-metadata attributes comprising at least one of:

- a definition for black/white;
- a definition for color;
- a definition for caption; and
- a definition for legal restrictions associated with a photograph.

71. (previously presented) The computer system of claim 68 wherein the rights management metadata comprises at least one of:

- a contract identifier;
- an availability start date;
- an availability end date;
- an allowed number of plays per agreement;

a copyright holder identifier; and
a worldwide rights identifier.

72. (currently amended) A computer system for storing, searching, retrieving, and tracking different types of digital assets, the system comprising:

a first computer readable medium server comprising application software and a database stored thereon, the database comprising a plurality of records, the records identifying at least two storing four types of digital assets, at least one type selected from the group consisting of still images the four types including photographs, movies, graphics, voice-overs, promos, and text documents, and a second type selected from the group consisting of audio recordings and video recordings, each digital asset comprising content and metadata, the metadata comprising rights management information;

a second computer readable medium comprising a document type definition (DTD) stored thereon accessible by the server application software, the DTD comprising defining the structure of the four types of digital assets with declared elements and attributes for the at least two types of digital assets, the format of the database records conforming to the DTD, the DTD further comprising metadata for rights management of at least two different types of digital assets selected from the group consisting of still images, promos, and voice-overs;

a third computer readable medium comprising digital content of the at least two search and retrieval software for searching and retrieving one or more of the four types of digital assets stored on and associated with the DTD and from the database records, the search and retrieval software requiring a user to enter as search criteria one or more of the four digital asset types; and

a central processing unit processor coupled to the server and operative to access or receive data stored on the first, second, and third computer readable mediums, the DTD identifying to the central processing unit the declared elements and the declared element's relative locations within the database records to enable the central processing unit to process storage, retrieval, search, and tracking requests pertaining to a digital asset belonging to one of the at least two types of digital assets execute the search and retrieval software to convert search

criteria entered by a user into a demand for database information and to display results returned from the server.

73. (currently amended) The computer system of claim 72 wherein ~~at least two of the first, second, and third computer readable mediums are the same computer readable medium~~ the processor is part of a workstation, a laptop, or desktop computer coupled to the server via secure transmission lines or a firewall and non-secure transmission lines.

74. (currently amended) The computer system of claim 72 wherein the DTD ~~comprises~~ defines metadata for photographs and ~~further comprises a plurality of metadata attributes for the photograph metadata, the photograph-metadata attributes comprising at least one of:~~

- a definition for black/white;
- a definition for color;
- a definition for caption; and
- a definition for legal restrictions associated with a photograph.

75. (currently amended) The computer system of claim 72 wherein the DTD ~~comprises~~ defines metadata for audio recordings and ~~further comprises a plurality of metadata attributes for the audio-recordings metadata, the audio-recordings-metadata attributes comprising at least one of:~~

- a definition for music;
- a definition for track title;
- a definition for duration;
- a definition for compact disc (CD) number;
- a definition for CD title; and
- a definition for rights issues regarding use of an audio recording.

76. (previously presented) The computer system of claim 72 wherein the rights management metadata comprises at least one of:

- a contract identifier;
- an availability start date;
- an availability end date;
- an allowed number of plays per agreement;
- a copyright holder identifier; and
- a worldwide rights identifier.

77. (currently amended) The computer system of claim 72 wherein the DTD ~~comprises~~ defines metadata for movies and ~~further comprises a plurality of~~ metadata attributes for the movie metadata, the movie-metadata attributes comprising at least one of:

- a definition for title;
- a definition for version;
- a definition for rating;
- a definition for minutes;
- a definition for release date;
- a definition for run time;
- a definition for color;
- a definition for synopsis;
- a definition for director;
- a definition for cast; and
- a definition for allowable usage of a movie.